



ATTACHMENT C

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4:30pm

PLANNING DIVISION

June 30, 2005

Steve Lynch
Associate Planner
Department of Community Development
City of Sunnyvale
456 West Olive Avenue
Sunnyvale, CA 94088-3707

Re: Traffic Demand Management

Dear Steve:

Following is a synopsis of our Traffic Demand Management program (TDM) for the Stratford School located at 820 West McKinley Avenue. Parents are instructed in arrival and departure procedures at Parent Orientation Night prior to the start of the school year. We provide them a parent handbook that includes policies and procedures related to arrival and departure, and we send written reminders over the course of the school year regarding traffic management. This program has been in effect since we opened in September 2003 subject to necessary revisions:

Student Arrival and Departure

Preschool, Pre-kindergarten - All preschool and pre-kindergarten children are required, per California Department of Social Services, to be signed in and out on a daily basis upon their arrival and departure. Parents of preschool and pre-kindergarten students approach the school from the west from Sunset Avenue and make a right turn only into the north parking lot on McKinley Avenue. Parents then escort their child(ren) to and from the classroom. Parents are then strongly encouraged to immediately return to their cars and exit the premises making a right turn only onto McKinley Avenue.

Elementary - Parents of elementary students approach the school from the north using Pastoria Avenue and make a right turn only into the school's south parking lot on Pastoria Avenue. For arrival, parents do not park their automobiles but proceed through the first gate and pull-up to the back of the school alongside the curb in the parking lot and let their child(ren) exit onto the sidewalk side of the car. Stratford School staff members are situated curbside and greet every student to ensure a safe and efficient arrival. Parents then exit through the second gate, make a left turn into the driveway, and exit back onto Pastoria Avenue making a right turn only. For departure, parents again access the south parking lot on Pastoria Avenue. Parents display visor cards (provided by the school) with their child(ren)'s name(s) clearly visible. After being called from the school's multi-purpose room, children exit the multi-purpose room and enter their

waiting automobiles. Parents do not park or get out of their automobiles but rather, wait for their child(ren) to be loaded into the automobile by a Stratford School staff member. Once safely secured in the automobile, with seatbelts fastened, parents leave the premises in the same manner as they do for arrival with a right turn only onto Pastoria Avenue.

Arrival and departure times are staggered so that not all parents and children are accessing the school at the same time. Extended care services are available for parents wishing to drop their child(ren) off early in the morning and/or pick-up them up later in the afternoon:

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| 7:00 a.m. Extended Care early morning drop-off |
| 8:00 a.m. – 8:15 a.m. Elementary arrival |
| 8:15 a.m. – 8:30 a.m. Pre-kindergarten arrival (half-day morning programs) |
| 8:30 a.m. – 8:45 a.m. Preschool arrival (half-day morning programs) |
| 8:15 a.m. – 8:45 a.m. Preschool and Pre-kindergarten arrival (full-day programs) |
| 11:15 a.m. – 11:30 a.m. Pre-kindergarten departure (half-day morning programs) |
| 11:30 a.m. – 11:45 a.m. Preschool departure (half-day morning programs) |
| 12:30 p.m. – 12:45 p.m. Preschool and Pre-kindergarten arrival (half-day afternoon programs) |
| 3:00 p.m. – 3:20 p.m. Elementary departure |
| 3:30 p.m. – 3:45 p.m. Preschool and Pre-kindergarten departure (half-day afternoon programs) |
| 3:15 p.m. – 3:45 p.m. Preschool and Pre-kindergarten departure (full-day programs) |
| 6:00 p.m. Extended Care pick-up |

Miscellaneous Traffic Mitigation Measures

In a further and ongoing effort to reduce traffic in and around our campus, we have incorporated the following into our day-to-day operations:

Carpooling and Walking – Stratford encourages carpooling and walking to school. Students who participate in the carpooling program for the full school year or who walk to school for the full school year (except rainy days) are rewarded with a savings bond at the end of the school year.

Bicycling and Public Transportation – The campus has a suitable amount of bicycle racks. Stratford School staff members are encouraged to bike to work or use local public transportation.

Security patrol – Stratford contracts for security service with Atlas Security and Patrol, Inc. In addition to greeting every guest to the campus and patrolling the school perimeter and playgrounds during school hours, the security guard's primary responsibility includes helping staff with arrival and departure procedures. The security guard ensures that

automobile stacking does not occur on either Pastoria Avenue or McKinley Avenue by signaling parents to pull automobiles as far forward as possible into the parking lot (south lot on Pastoria Avenue) and directs parents to park as far into the parking lot (north lot on McKinley Avenue) as possible. Further, the security guard keeps the flow of traffic moving in an efficient counter-clockwise manner in both parking lots.

Visual Aids - Stratford utilizes signage, striping, and cones to assist with arrival and departure. Striping and cones help guide parents toward the appropriate arrival and departure routes in the parking lots. Signage reminds parents to observe parking lot speed limits and that "No Left Turns" out of the parking lots are permitted. Stratford also instructs parents to observe and adhere to all posted speed limit and no turn signs on public streets around the campus.

Communication

Over the course of the school year, Stratford School will evaluate the effectiveness of the TDM program. Should changes to the TDM be necessary, Stratford is always willing to work with the Sunnyvale Traffic Department and/or neighborhood residents to find workable solutions. Anyone wishing to discuss Stratford's TDM Program should feel free to stop by the campus or contact the following Stratford School personnel via telephone, fax, or email:

Kathleen Lee
Elementary Principal
408-737-1500
Fax 408-737-1511
klee@stratfordschools.com

Barbara Graves
Preschool Principal
408-737-1500
Fax 408-737-1511
bgraves@stratfordschools.com

Marc Tsuchiya
Administrator, Business Operations
408-363-8071
Fax 408-363-8073
mtsuchiya@stratfordschools.com

Joe Wagner
President
408-732-2735
Fax 408-732-2794
jwagner@stratfordschools.com

ATTACHMENT C

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Steve, as you know, we have operated at this site these past few years without major incident. We started out with a few hundred students in 2003. Now, with the City's approval last year of an amended CUP, we are closer to the site's original student capacity and we continue to support and maintain a strong TDM program.

Should you have any questions, or require further information, feel free to contact me by telephone at (408) 363-8071 or by email at mtsuchiya@stratfordschools.com. Finally, enclosed with this letter are the traffic impact fees of \$33,956.04. Thank you again for your assistance.

Sincerely,


Joe Wagner